

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) An apparatus for advertising, comprising:

a processor;

a memory storing instructions for a derive profile process adapted to be executed by said processor to collect information based upon a plurality of advertisement requests received sent from a user node;

a database that stores said information;

a memory storing instructions for an advertisement server process adapted to be executed by said processor to select, in response to an advertisement request, an advertisement based upon said information collected by said derive profile process stored in said database, wherein said advertisement request is generated by the user node in response to processing based upon a link received sent from a first affiliate node to said user node in response to a prior content request sent from said user node to said first affiliate node, and wherein said advertisement is associated with a second affiliate node;

a memory storing instructions for a management process adapted to be executed by said processor to update advertisements available to be selected by said advertisement server process; and

a memory storing instructions for a report process adapted to be executed by said processor to generate a report about the placement of advertisements.

2. (Original) The apparatus of claim 1, wherein said instructions for said advertisement server process are further adapted to be executed to send said selected advertisement to said user node for display.

3. (Currently Amended) The apparatus of claim 2, wherein said instructions for said advertisement server process are further adapted to be executed to receive from said user node a click through request for information about the second affiliate node advertiser associated with said selected advertisement.

4. (Currently Amended) The apparatus of claim 3, wherein said instructions for said advertisement server process are further adapted to be executed to send a network address for said second affiliate node advertiser to said user node in response to said click-through request.

5. (Original) The apparatus of claim 3, wherein said stored information includes information about a prior click-through request received from said user node.

6. (Original) The apparatus of claim 1, wherein said instructions for said derive profile process are adapted to be executed to perform a reverse domain name lookup based upon an Internet Protocol address associated with one of said plurality of advertisement requests.

7. (Currently Amended) A computer-implemented method comprising:

receiving, at an ad server computer, a plurality of advertisement requests from a user node, each advertisement request being generated by the user node in response to processing based upon a link received sent from a first affiliate node to the user node in response to a prior content request sent from the user node to the first affiliate node;

collecting information based on the advertisement requests;

selecting, by the ad server computer in response to an advertisement request, an advertisement based upon the collected information, the advertisement being associated with a second affiliate node; and

sending, by the ad server computer, the selected advertisement to the user node for display.

8. (Previously Presented) The computer-implemented method of claim 7, further comprising updating advertisements available to be selected.

9. (Previously Presented) The computer-implemented method of claim 7, further comprising generating a report about a placement of advertisements.

10. (Previously Presented) The computer-implemented method of claim 7, wherein the information includes a domain type.

11. (Currently Amended) The computer-implemented method of claim 7, further comprising receiving from the user node a click through request for information about the second affiliate node ~~an advertiser~~ associated with a selected advertisement.

12. (Currently Amended) The computer-implemented method of claim 11, further comprising sending a network address for the second affiliate node ~~advertiser~~ to the user node in response to the click-through request.

13. (Previously Presented) The computer-implemented method of claim 7, wherein the information includes information about a prior click-through request received from the user node.

14. (Previously Presented) The computer-implemented method of claim 7, further comprising performing a reverse domain name lookup based upon an Internet Protocol address associated with one of the plurality of advertisement requests.

15. (Previously Presented) The computer-implemented method of claim 7, wherein selecting an advertisement based upon the collected information comprises selecting an advertisement from among advertisements associated with the affiliate node.

16. (Currently Amended) The computer-implemented method of claim 7, wherein sending the selected advertisement to the user node for display comprises sending the selected advertisement to the user node for composite display with content requested from the first affiliate node.

17. (Currently Amended) The computer-implemented method of claim 9, wherein generating a report about a placement of advertisements comprises associating an indication of the content of the first affiliate node for which the advertisement was selected for composite display with information regarding user interaction with the selected advertisement.

18. (Currently Amended) The computer-implemented method of claim 17, wherein the indication indicates ~~a web the~~ page of the first affiliate node in which content requested by the user node is included.

19. (Previously Presented) The computer-implemented method of claim 8, wherein updating advertisements available to be selected comprises updating, based on the selection of the advertisement, a number of times that the advertisement has been viewed by all users.

20. (Previously Presented) The apparatus of claim 1, wherein the advertisement server process is adapted to select an advertisement from among advertisements associated with the affiliate node.

21. (Currently Amended) The apparatus of claim 2, wherein the advertisement server process is adapted to send the selected advertisement to the user node for composite display with content requested from the first affiliate node.

22. (Currently Amended) The apparatus of claim 1, wherein the report process is adapted to associate an indication of the content of the first affiliate node for which the advertisement was selected for composite display with information regarding user interaction with the selected advertisement.

23. (Previously Presented) The apparatus of claim 1, wherein the management process is adapted to update, based on the selection of the advertisement, a number of times that the advertisement has been viewed by all users.